

UniSuper: Management Album Cover

Uni Super is a superannuation company, serving employees within Australia's higher education and research sector. The company drew inspiration from the aesthetic of rock and roll to create an engaging and concise marketing piece to be distributed through direct mail.

Objective:

'Album Cover' was created in an effort to retain lapsed customers or those who had recently moved on from the company.

Method:

The direct mail piece was designed to resemble a record and included data visualisations personalised to each customer, as well as graphics representing their trustworthiness and values (including a graphic of their received awards). 3036 copies were distributed.

Effectiveness:

UniSuper saw a high return on their investment. ●

